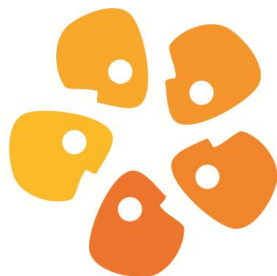


Impacting Small Businesses and the Community



Economic Relevance of Hispanic Growth

- National Buying Power (in Billions)**

	1990	2000	2008	2013
Total	\$4,270.5	\$7,187.6	\$10,721.0	\$14,013.7
Hispanic	\$211.9	\$489.5	\$951.0	\$1,386.2

- Percentage Change in Buying Power**

	1990-2008	1990-2013	2000-2008	2008-2013
Total	151%	228.1%	49.2%	30.7%
Hispanic	348.9 %	554.3%	94.3%	45.8%

- Buying Power Market Share**

	1990	2000	2008	2013
Total	100%	100%	100%	100%
Hispanic	9%	12.6%	15.3%	16.6%



TOP 10 U.S. HISPANIC MARKETS IN 2009

- #4: Houston -
 - \$27 billion in Hispanic buying power
- #6: Dallas-Ft. Worth -
 - \$24 billion in buying power
- #9: San Antonio -
 - \$18 billion in Hispanic buying power
- #10: Harlingen/Weslaco/Brownsville/McAllen -
 - \$11 billion in Hispanic buying power
- Austin's Hispanic buying power -
 - **\$9.2 billion**



BUYING POWER

Contributing Factors to Hispanic Buying Power:

- Better employment opportunities
 - Strong immigration
 - Higher paying managerial and professional jobs
 - Higher education attainment levels
 - Household characteristics and accumulation of wealth
 - Increase in Hispanic business owners
-
- Between 1997 and 2002 the number of Hispanic firms grew 31%, 3 times greater growth than the overall 10% growth of businesses.



GAHCC Strategic Plan Overview

Mission

We build our members' wealth

Pillars

- Economic Development
- Workforce Development
 - Business Networking
 - Community Advocacy
 - Policy Advocacy

Vision

Hispanic businesses are a leading force for economic growth in Central Texas

Goals

Increase our members' impact on the Central Texas business community

Advocates on behalf of the Hispanic business community

Provide excellent programs and customer service

Ensure chamber sustainability

Core Values

Leadership

Integrity

Prosperity

Excellence in Services





OPEN FOR BUSINESS: EMERGING ENTERPRISES



- On October 20th, 2008, HTIA, GAHCC and HACA celebrated Grand Opening of New Emerging Enterprises Center.

- Free Services are available to all residents in the Greater Austin area.
 - Technology as a tool
 - Business Management



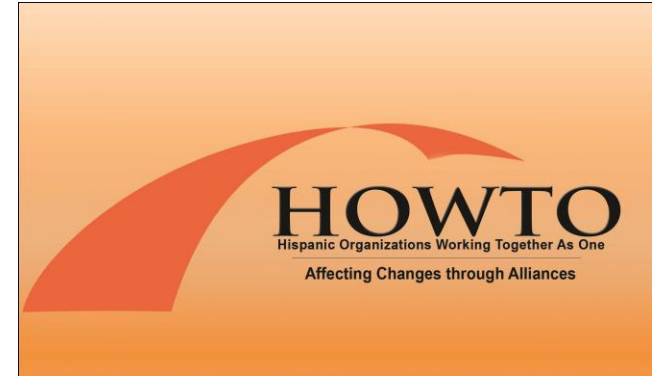
- 18 Month Results:
 - 30 New Businesses
 - Over 150 New Jobs
 - Grassroots Companies
 - Dentist
 - Pre-K Nursery
 - Graphic Design

- Location: Eastland Plaza at 1144 East Airport Blvd., Suite 260, Austin, TX 78702





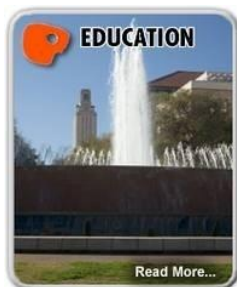
GAHCC established Austin's first Hispanic Professional Business Organization Alliance, Hispanic Organizations Working Together as One (HOWTO). Builds synergies through economies of scale, focused on business development and education in the Central Texas region.



– HOWTO Organizations:

- Association of Latino Professionals in Finance and Accounting (ALPFA)
- Greater Austin Hispanic Chamber of Commerce (GAHCC)
- Hispanic Bar Association of Austin (HBAA)
- Hispanic Women's Network of Texas (HWNT)
- Mexican American Engineers and Scientists (MAES)
- National Association of Hispanic Real Estate Professionals (NAHREP)
- National Hispanic Professional Organization (NHPO)
- National Society of Hispanic MBAs (NSHMBA)
- SHPE Austin Professional Chapter (SHPE)
- Young Hispanic Professional Austin Association (YHPAA)





HISPANIC

AUSTIN LEADERSHIP

The HAL program aims to identify and train emerging Hispanic leaders in team building, supervisory, and management skills. HAL engages participants in hands-on leadership and provides networking opportunities with key community leaders and elected officials.

The HAL class is divided into teams and asked to work on a community project. The goals of the HAL project are to: become educated about a particular focus area of the Greater Austin community; work together as a team to produce something that will add value to the class, to themselves, and to the community; to stretch oneself by creatively solving problems; to expand negotiation skills, and personal network.



GAHCC Partners in Development of Small Business Health Benefits Plan

- Partners include : Travis County Healthcare District, Austin Community Foundation and area Chambers.
- Non-profit organization, TexHealth Central Texas, formed to administer Plan.
- Eligible businesses:
 - Located in Hays, Travis and Williamson County
 - Two to fifty employees
 - Businesses who have not offered health benefits to employees during last year.
- Program provides a non-profit 3-share plan that offers a benefit for employees earning \$16 an hour or less (cost covered by employer, employee and TexHealth)
- Benefits include:
 - Primary and Specialty Care
 - In-patient and Out-patient Hospitalization
 - Pharmacy
 - Lab and X-Ray
 - Emergency Room Treatment
 - Maternity Care
 - Behavioral Health Services
 - Access to United Healthcare's provider network
 - Average Monthly Premium - \$244 (Employer pays 50% and employee pays 50%)
- Website – www.texhealthcentraltex.org



Annual Williamson and Tri-County Small Business Summits

- Partnered with Area County Chambers of Commerce, including: Cedar Park, Georgetown, Hutto, Leander, Pflugerville, Round Rock, Taylor, the Williamson County African American, Bastrop, Lockhart, San Marcos, Kyle and Dripping Springs
- Include GAHCC and Regional Chamber attendees
- Opening Ceremonies
 - Texas Secretary of State Esperanza “Hope” Andrade addressed “Small Business is Big Business”
 - Local Council Members discuss “The Shifting of Regional Demographics
- Luncheons
 - Texas Commissioner of Higher Education Raymund A. Paredes discussed eliminating the achievement gap.
 - Texas Workforce Commission covered State incentives for job creation
- Breakout Sessions - Survey resulted in 90% satisfaction.
 - Small Businesses Opportunities in Region
 - Education in the Region
 - Access to Capital for Small Business
 - Small Business in the Community

